

SENATE BILL 945  
By Ford

AN ACT to amend Tennessee Code Annotated, Title 49,  
Chapter 7, relative to solicitation and issuance of  
college credit cards.

BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF TENNESSEE:

SECTION 1. Tennessee Code Annotated, Title 49, Chapter 7, Part 1, is amended by  
adding the following language as a new, appropriately designated section:

**§ 49-7-135.**

(a) Any institution of the University of Tennessee system or the state board of regents system that collects personal information from students (including but not limited to names, campus or home addresses, telephone numbers, or other identifying information), for the purpose of using such information in student or campus directories shall include on forms used for such purposes a provision whereby the student may indicate that he or she does not wish to receive solicitations, offers, or other advertisements by mail or otherwise based on such directory listing. If a student indicates that he or she does not wish to receive solicitations or other such offers, then such preference shall be marked by the student's name and the directory shall contain an explanation of the marking.

(b) It is unlawful for any credit card issuer or any other issuer of credit to recruit potential student cardholders or customers for credit card business or other credit services on campus or at college or university facilities, or through student organizations.

(c) It is unlawful to offer gifts or any other promotional incentives to students on campus or at college or university facilities in order to entice such students to apply for credit cards or any other instruments of credit.

(d) Any institution of the University of Tennessee system or the state board of regents system that receives funds from the distribution of credit cards to students or any percentage from the use of cards bearing the college or university name or logo shall report the amount of such funds or percentage which it received as well as how such funds were expended during the previous fiscal year to the joint oversight committee on education by October of each year.

(e) No state or federal revenue appropriated to, or otherwise received by, any institution of the University of Tennessee system or the state board of regents system shall be used by such institution to offset in any manner, or otherwise replace, any funding from any credit card issuer or other issuer of credit that is lost, decreased or foregone because of the provisions of this act. Any increase in state expenditures resulting from the implementation of this act shall be funded from revenues received by such institutions from the credit card issuer or other issuer of credit.

SECTION 2. The provisions of subsections (b) and (c) of the amendatory Section 49-7-135 in Section 1 shall become effective July 1, 2005, and all other provisions of this act shall take effect upon becoming a law, the public welfare requiring it.